

# The PENTAGON

Published By and For the Employees of the Central Power and Light Company



Volume 3

SAN ANTONIO, TEXAS, OCTOBER, 1928

No. 10

## New Hydro Project on the Rio Grande

Water rights for a hydro-electric plant have recently been granted to the Central Power and Light Company by the Maverick County Water Improvement District No. 1.

A diversion canal, paralleling the Rio Grande River, is to be built by the Water Improvement District from a point on this river approximately eighteen miles southeast of Del Rio to a point about nine miles northwest of Eagle Pass.

A location on the canal for a hydro-electric plant has been found that will give the water an eighty foot fall. Only a part of the water diverted from the river will be used for the generation of electricity and this water will be returned to the river at the generating plant.

The canal required to deliver all this water to the plant will be thirty-two miles long, forty-two feet wide at the bottom and eighty-two feet wide at the surface. This will supply ample water for both the power plant and the irrigation district.

The project will provide for the irrigation of 60,000 acres and the generation of 7500 horsepower of electric energy.

It is anticipated that the project will be completed and in operation in approximately two years from this date. The hydro-electric plant will be connected to

## Sign Up

*Application blanks for gift, additional and salary additional insurance will be mailed from the auditor's office within the next few days. The blanks will be distributed to new employees who are eligible for gift insurance and to employees who have gift insurance but do not carry an additional amount.*

*The importance of additional and salary additional insurance cannot be too strongly stressed. The low rates at which it may be obtained and the fact that no physical examination is necessary places it within reach of every employe of the Central Power and Light Company who has been employed prior to June 30 of this year.*

*A specific example of the dispatch with which company claims are settled is that of G. D. Armistead. Just seven days after his death the check was received in the General Office and delivered to his widow.*

the company's main transmission line in the Winter Garden District and will constitute one of the principal generating plants on the company's transmission system.

## Entomology Engineer Is Jack's New Title

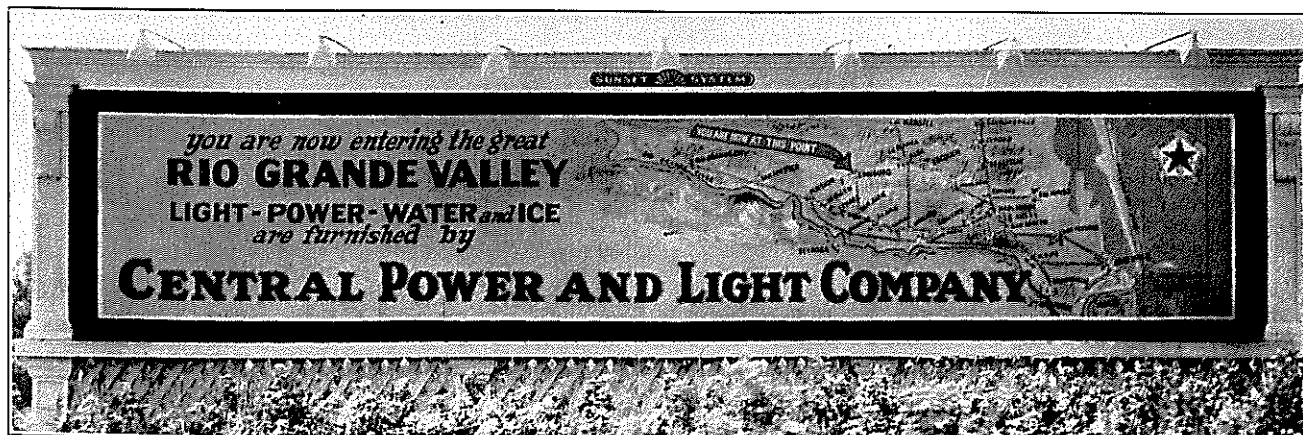
Bugs and fuses—a strange combination—but it has a very pertinent relation to the look of abstraction J. D. Preston, Distribution Engineer, is wearing these days. And this is why.

The company recently had a number of fuse and cartridge failures on 11KV lines in the Laredo District. A representative of the fuse manufacturers made an inspection tour of the district with Mr. Preston, but found no justifiable reason for the failures. The mystery remained unsolved until in changing out some of the old cartridges a strange situation was discovered, which is no doubt at least partly contributory to the trouble.

Small bugs have been building nests of green leaves inside of the fuse cartridges against the fuse wire. The nest is about three inches long and entirely fills the inside of the cartridge. Due to the chemical action of the green leaves the fuse wire is badly pitted and weakened and is most likely the cause of the fuses opening circuits when not overloaded.

When the circuits have been opened in such a way the nest and bug are destroyed so that no visible trace is left of the trouble maker.

How to rid the Laredo system of this unusual pest without enclosing the fuse is the question to which Mr. Preston craves an immediate answer.



Fifty foot, illuminated outdoor sign in colors erected by the company on the main highway entering the Valley

# THE PENTAGON

Published By and For the Employees of the Central Power and Light Company

General Office - - - San Antonio, Texas

Dwight A. Carlsen - - - - - Editor

Mary Edwards - - - - - Associate Editor

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.—Abraham Lincoln.

## One Who Served

By the death of George D. Armistead Texas lost one of its most vivid and active personalities. In his natural profession, journalism, in his political affiliations and in his social and business associations Mr. Armistead's brilliant mind and distinctive personality lent color and substance. His presence at public affairs was constantly sought and his editorials for publications were continuously requested. It has been said he knew more people than any man in Texas. His diplomatic bearing will long be remembered and his writings will remain an everlasting memorial to his intellect.

However, to those who knew him best a brilliant mind and a colorful personality are not the qualities which marked him for the man he was. Those outstanding characteristics of Mr. Armistead which permeated his entire life and aroused the affectionate regard of all with whom he contacted were—a warm kindness, a gentle courtesy and, greater than either of these, an ever ready willingness to serve. From the lowest to the highest, from the youngest to the oldest, he ever exhibited the same genuine desire to assist.

Many times Mr. Armistead's versatile pen composed articles for these columns. One of the last of these appeared in last February's issue. It was designated "Men Who Served." The theme of this editorial sounded the keynote of his own desires and gave a clear insight into the paramount attribute of his own nature—service.

Surely no more sincere a tribute can be paid to Mr. Armistead than to say in the words of his own editorial, "He was a man who served and kept doing so until the end."

—(CPL)—

Two real "loads" picked up by the company this month are the gravel pit of Gemmer and Tanner at Eagle Lake, and the Saxet Sand and Gravel Company at Victoria. The pit at Eagle Lake has a single 600 horsepower motor and the one at Victoria has several motors aggregating 740 horsepower.

## Home-Loving Hearts

Home-loving hearts are happiest,  
And most content of all—  
They never feel the gypsy urge,  
Or hear far voices call.

A lighted window through the trees,  
Small arms that hold and press,  
A glowing pipe, a friendly hearth—  
These things mean happiness.

Home-loving hearts are happiest,  
I'm sure that this is so,  
For I've a vagrant little heart  
That always wants to go!  
—Lurline Mallard

## Good Lighting Tests

1. Is your light so diffused that you can sit in any chair in any position and read or sew comfortably?

2. Can you group around the piano without casting shadows on the music score or play without discomfort? Can you read and select without inconvenience, the names of records at the Victrola in the corner?

3. Are the details of pictures and portraits, or the beauties of furniture and draperies, plainly visible from all parts of the room?

4. Is there an absence of "light spots" caused by lamps or otherwise which induce eyestrain by the repeated effort of looking at bright and dark spots, contracting and dilating the pupil of the eye?

5. Are your lights so arranged that no direct rays of light are reflected into the eye from your book or paper, impairing vision and causing eye-strain?

6. Are your lights so placed or shaded that no direct rays strike the eye while standing or sitting?

## A Poetess Abides Within the Ranks

By MRS. E. L. CARLETON



LURLINE MALLARD

It is with a great deal of pleasure that the Rice Belt District introduces Lurline Mallard, of the District Office, Bay City, whose poems have been attracting considerable attention. She is a member of the State Poetry Association, and contributes to various publications, among which is "The Lariat", a Western poetry magazine of standing. The sympathetic, charming poem "Home Loving Hearts" recently published in "The Lariat", and reproduced in

these columns, brought a letter of appreciation from Richard H. Badger, of the Gorham Press, Boston, asking the privilege of publishing a book of poems for Miss Mallard. This is, indeed, recognition.

In manner and bearing, Miss Mallard is a charming, well poised young woman, versatile and interesting. In addition to her ability as a writer of verse most delicate in imagery and sweetness, Miss Mallard is a violinist.

A resident of Bay City, a graduate of Bay City schools, with her academic training taken at C. I. A. and the State University, Miss Mallard stands out in South Texas a cultured, gifted young woman, a real singer of verse that attracts and holds one's interest and appreciation.

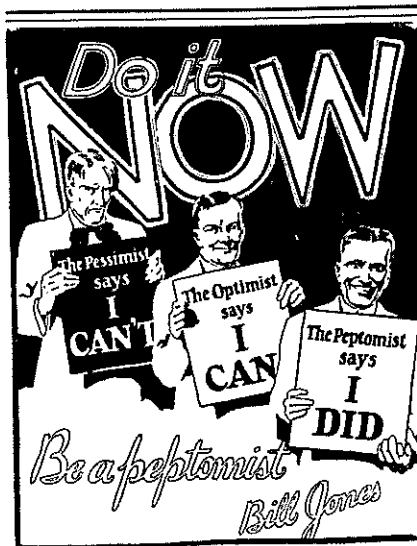
—(CPL)—

## Another Devil's Dam Given a Real Name

Figures do not lie—so goes the old adage—and its veracity is generally accepted. However when the second Devil's River hydro-electric project is called number nine confusion is created even if the truth is told. Consequently each project is now known by a real name instead of a number.

Dam and plant number one is the most recently christened and is to be known as "Devil's Lake". The next sixty days will see its completion. The lake already has twelve feet of water in it.

Lake Walk, so called in honor of Sam H. Walk, District Manager at Del Rio, is now well under construction.



## Savings Investment Offered to Employees

An unusually favorable means of saving is being offered to the employees of the Central Power and Light Company. This opportunity has been made possible by the recent creation of an Employees Savings and Investment Fund by the Middle West Utilities Company for its own employees and those of all its subsidiaries.

The plan is a combination savings-investment one, whereby deduction is made from the salary of the employee at the rate of three or five per cent, as the employee chooses. The money will bear 6 per cent. interest per annum, compounded semi-annually.

Series No. 1 of the plan will cover a period of two years. During this time the trustees of the plan will invest the money as it accumulates in 6 per cent Non Par Preferred Stock of the Middle West Utilities Company. This stock which has a current market price of \$97 per share is by special arrangement to be sold to the trustees for \$90 per share.

At the end of the two years either the stock or its cash equivalent plus any profits will be distributed pro-rata to the employees who have invested.

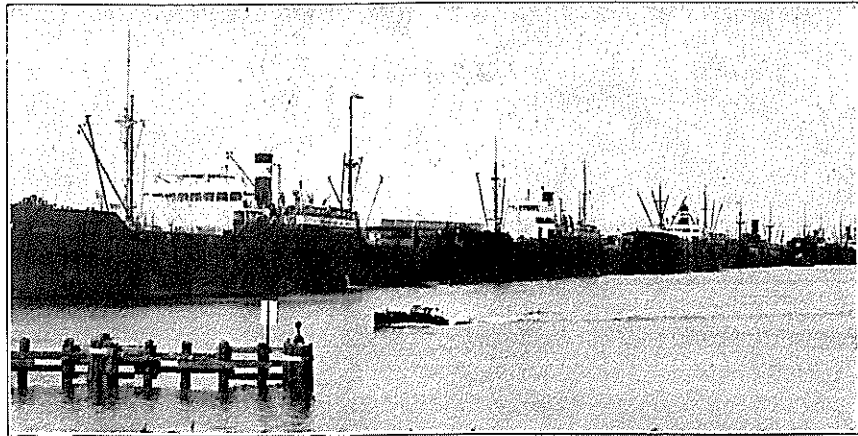
The special price at which the trustees will be privileged to purchase the stock and the opportunity to accrue profits over the two year period will no doubt result in a rate of return greater than ordinary rates of interest.

Subscription blanks are being distributed and subscriptions will be received until November tenth. The employees eligibility for the plan is based on service of one year or more.

—(CPL)—

"When they take the girls away from the coeducational colleges what will follow? What will follow, I repeat?" asked the speaker on woman's rights.

And a loud masculine voice replied, "I will."



View of ships docked at Port of Corpus Christi. The port has shattered all established tonnage records for a new port.

## A Happy Birthday for Corpus Port

On its second anniversary, September, 1928, the Port of Corpus Christi had more than justified its construction, even to its most enthusiastic supporters. Its development has been far more rapid than the most optimistic expected and today the port management is confronted with the necessity of constantly expanding the port plant.

Some idea of its growth is gained by the fact that from the month of its opening, September, 1926, to September, 1927, forty-three ships visited the port; while from September, 1927, to September, 1928, one hundred and seven ships had weighed anchor there.

These one hundred and fifty vessels have been of almost every conceivable type. There were barges towed by tugs, freighters, combination freight and passenger vessels, warships, tankers, and even at one time there was a lighthouse tender in port. These vessels have represented the United States and have floated the flags of ten foreign countries.

Cotton, and its by-products, furnish the greatest amount of tonnage passing through the Port of Corpus Christi. However, there are other products which are rapidly taking a large place in the freightage. Among these are oil, from West Texas fields, goat skins and lead from Northern Mexico, and grapefruit, shrimp and various products from Corpus Christi and other territories of Southwestern Texas.

Within the last decade South Texas has developed into a great agricultural area. Hundreds of thousands of acres have been cultivated and still it is estimated that only 15 per cent of the available lands are under cultivation.

With this vast territory to draw on the future growth of the Port of Corpus Christi is inestimable. Its second anniversary marked only the first step toward the fulfillment of its destiny as one of the great ports of the entire Gulf Coast.

—(CPL)—

## All District Managers Meet in San Antonio

District Managers, District Distribution Engineers and General Office Department Heads were in attendance at a meeting held September 14 and 15 at the Plaza Hotel in San Antonio. The inclusion of District Distribution Engineers inaugurated a new policy with respect to attendance at meetings of this nature.

General discussions of pertinent subjects were carried on and much headway made toward a satisfactory disposal of such matters as do not lend themselves to correspondence. This was the third meeting of this nature to be held over a period of a year and will be followed this fall by the company's annual manager's meeting.

—(CPL)—

Mose: "Lightnin' nebah strikes twice in de same spot."

Sambo: "I knows it; dat spot am gone."

## MERCHANDISE SALES

District	Month of September		Year to Date	
	Total Sales	Sales per meter	Total Sales	Sales per meter
Rice Belt .....	\$ 6,967.71	\$2.82	\$ 83,679.12	\$37.06
Winter Garden .....	4,899.20	3.28	40,777.81	31.50
Del Rio .....	3,229.26	3.08	30,711.39	25.72
Valley .....	22,987.74	4.34	115,228.27	21.74
San Antonio .....	3,980.62	2.15	36,655.05	21.02
Marfa .....	1,851.96	2.10	14,883.66	18.42
Victoria .....	1,678.04	1.27	21,219.10	17.86
Guadalupe .....	8,727.02	2.29	56,061.91	15.19
Laredo .....	4,020.70	2.05	26,420.32	15.00
Gulf Coast .....	12,889.60	2.03	74,377.62	11.78
Natchez .....			16,177.96	9.98
<b>TOTAL .....</b>	<b>\$71,231.85</b>	<b>\$2.71</b>	<b>\$516,192.21</b>	<b>\$21.70</b>



## Another Office Moves Into Modernized Home

Twenty-five hundred people were present when the Central Power and Light Company opened its new office at Sinton on Friday September 21. Besides a representative attendance of Sinton's citizens, there were many visitors from the territory surrounding this city, and company employes from other districts.

Mr. Kelly, the local manager, and his assistants had carefully arranged for the pleasure of the guests. Cigars and cigarettes were enjoyed by the men, flowers were distributed to the women, and the children received squawkers. Punch was served to everybody.

The merchandise on exhibition was arranged in the new cases which are specially designed for the most advantageous display of appliances.

With its walnut cases and furniture, stippled walls and cream and brown floor coverings, the office at Sinton takes its place on the list of the Central Power and Light Company's standardized offices.

(CPL)

## More Towns Served By Line Extension

Immediate construction is to be started on an 11 K. V. line which will extend from the end of the Gonzales—Oak Forest line to Leesville and Nixon.

This transmission system will furnish Leesville with its first electric service and will bring the plant at Nixon a large additional source of electric power which will not only protect service in Nixon but which will give that community an available reservoir of power adequate to meet its greatest demands.

It is planned, also, to extend this line beyond Nixon to Smiley which will mean that Smiley will enjoy its first electric service.

## Big Irrigation Tract Is Almost Completed

After more than six months of intensive survey and construction work, the new development tract in the Rio Grande Valley, known as the Hidalgo County Water Control and Improvement District Number Six, turned water into its large reservoirs the last week in August. This project consists of five pumping stations, representing a total of 1,487 horsepower of connected load which will operate between 2,000 and 2,500 hours each year. The pumps will pump water from the Rio Grande River into a large reservoir or lake and transmit it to main canals and laterals over an area in excess of 30,000 acres. The acreage is located about five miles from Mission between Mission and Sam Fordyce, and is known as the Goodwin Tract.

The project is unique in that every modern method known to efficient operation has been applied. The Control Board of this district made trips and extensive investigations of California irrigation districts prior to completion of their plans. They made extensive surveys of existing irrigation districts in the Rio Grande Valley. The result is that they will have five completely electrified pumping stations which will pump immense streams of water from the Rio Grande River to in excess of eighty miles of canals spreading over the fertile soils of the district.

The average output in gross revenue on the irrigated tracts in the Rio Grande Valley is known to be in excess of \$200 per acre. This tract covers 30,000 acres. This means that in the Mission-Sam Fordyce vicinity there will be a turnover as a result of this development in excess of \$6,000,000.00 per annum. The power requirements for the pumping installations is estimated to run in excess of 2,000,000 kilowatt hours per annum.

The irrigation district went into the

## New Replaces the Old; a Record of Progress

Shiny black new poles, larger copper, fewer but larger transformers properly spaced,—these spell better electric service for Cuero.

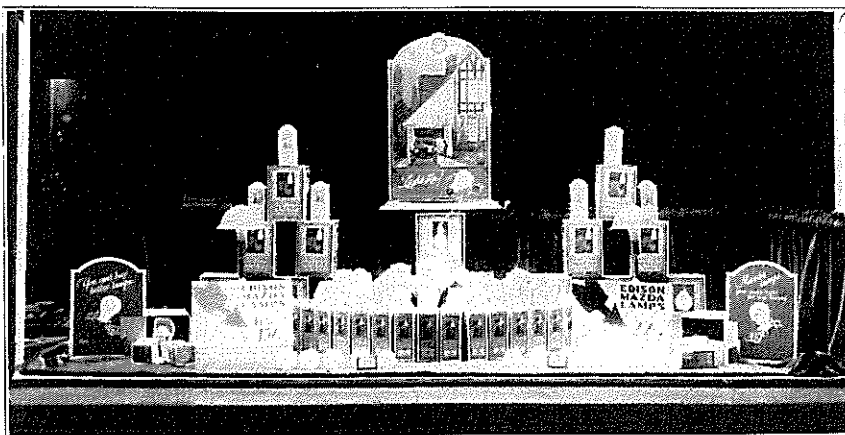
For some time, company crews have been hard at work in Cuero rebuilding the local distribution system there. The results of their labors have brought that community higher and steadier voltage, increased safety, and a clean-cut attractive looking efficient system.

The new system reduces distribution losses and the possibility of interruptions to a minimum; it enables the people of Cuero to enjoy the best of electric service; and it provides for that same class of service as the city grows and puts heavier loads on the lines.

The downtown distribution system was rebuilt last year but the city's growth has so increased the load on this part of the system that the company is now at work rebuilding this again so as to keep ahead of and pave the way for Cuero's progress.

All distribution work is in charge of T. E. Luecke, District Distribution Engineer, and F. C. Rather, District Line Foreman.

matter of their power requirements very thoroughly and gave every consideration to all types of power including Diesel oil engines, natural gas engines, steam, and electricity. The selection of electricity over and above competing types of power was made only after a very thorough analysis of the ultimate power costs. The Valley organization is indeed fortunate to have the patronage of such a thorough and efficient organization as the Hidalgo County Water Control and Improvement District Number Six.



Corpus Window decorated by Austin Young of the Edison Lamp Works. Mr. Young is always ready to lend local offices his expert assistance in trimming lamp windows

## Employee Opportunity In Sale of Co. Stock

Employees of the Central Power and Light Company will be given an opportunity to distinguish themselves as salesmen during the remaining months of the year. The company is entering into a customer ownership stock selling campaign which will enable the employees to render a favorable service to the company and its customers, and gain a worthwhile compensation for themselves. For each share of stock sold by an employee a commission of \$1.50 will be paid.

Pamphlets and circulars giving pertinent facts and figures concerning the company's activities have been sent to each district. Sales manuals have been distributed which contain much helpful information with regard to selecting prospects, getting the story over to the prospects, and the closing of sales.

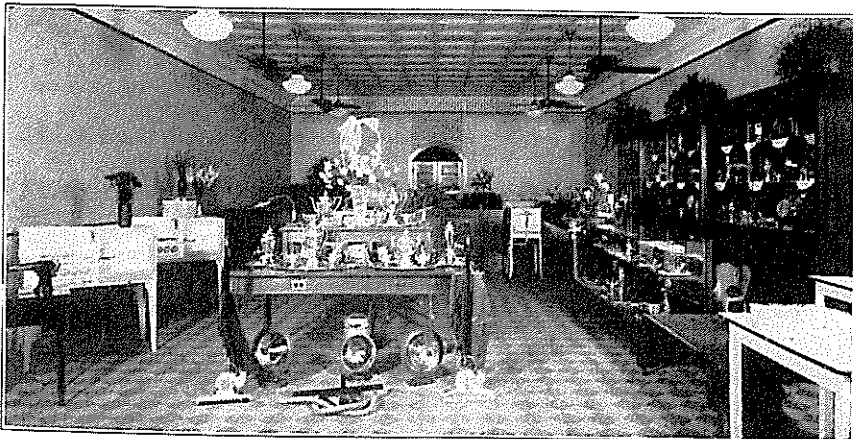
The features of the 6% stock and the old 7% stock are identical except for the difference in dividend rate. The new stock is cumulative, fully paid and non-assessable and preferred as to assets and dividends over the common stock. Its voting power also equals the 7% stock.

Because this stock is a sound investment security that carries none of the hazards of speculative issues it offers a peculiarly suitable opportunity for the investment of the savings of people of small means, of the funds of estates, as well as the surplus funds of the general investment public. All employees may feel proud that they can offer their friends this opportunity to become partners in a business that is playing such an important role in the development and well being of the communities in which they live.

—(CPL)—

First Lover—"Speak, oh! speak those words which mean heaven to me."

Second Half Wit—"Ah! Go shoot yourself."



Twenty-five hundred people helped open this new office at Sinton on Sept. 21. This is another one of the many standardized stores and offices recently opened by the company

## Death Overtakes Geo. D. Armistead

On the nineteenth of September, G. D. Armistead, one of Texas' most energetic political and newspaper men, passed away at his home in San Antonio.

His death followed an illness which had confined him to his home for several months.

Funeral services were held on Thursday, September 20th, with Dr. P. B. Hill, of the First Presbyterian Church, officiating. Blot Bonnet Lodge, A. F. & A. M., conducted the rites of the Masonic Lodge.

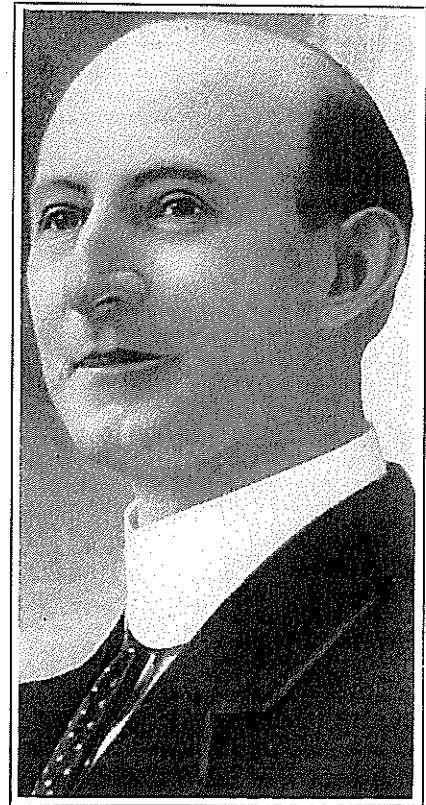
Mr. Armistead was born in 1873 of distinguished Scotch parentage, in Pembroke, Christian County, Kentucky. He received his education in the private schools of Pembroke and in the University of Kentucky.

Shortly after his graduation from the latter school in 1894 he came to Texas, where he made his home for the greater period of the remainder of his life.

Mr. Armistead's first affiliation in the newspaper field was with the old Fort Worth Evening Mail. His natural journalistic ability very quickly won him recognition and within the next few years he occupied important positions with almost every paper of note in the State. Between 1902 and 1904 he acted as Washington correspondent for Texas newspapers. In 1904 he returned to Texas and became press representative for the railroads of the State.

Sometime later he went to St. Louis where he did notable work on the staff of the old St. Louis Republic, a well known Democratic paper of that city. In 1910 he returned to Texas and became associated with the San Antonio Express as staff correspondent.

Mr. Armistead's wide experience and keen insight into political situations won him state and national recognition as a political writer. As a consequence he



George D. Armistead

became an active figure in the political life of Texas.

In 1912 he attended the National Democratic Convention in Baltimore, when Woodrow Wilson was nominated for the presidency. He was known as one of the original Wilson men, having come out in support of the future president when he was still governor of New Jersey. He served as secretary to the Wilson Campaign Committee and was chosen one of the State's electors-at-large.

In 1914 while still staff correspondent for the Express Mr. Armistead was appointed Post Master at San Antonio. He served in this capacity until 1921.

After this time he intermittently continued his newspaper work for several years. During the administration of Governor Pat Neff he acted as one of the State Highway Commissioners. As a mark of respect to his service in this office, Governor Moody, a personal friend of Mr. Armistead, had the flag on the State Capitol flown at half mast on the day of his burial.

Mr. Armistead's association with the Central Power and Light Company began in October, 1926, in the Department of Public Information. Until June of this year he was actively engaged in the performance of his duties with the company.

Besides his widow, and a son by a former marriage, Mr. Armistead is survived by a brother and a sister, both of Pembroke, Kentucky.

# DISTRICT NEWS SECTION

## RICE BELT

MRS. FRED CARLETON, *Correspondent*

W. T. Stamps, Jr., Distribution Engineer for the Rice Belt, was a mighty lonesome looking summer widower around here for weeks due to the fact that Mrs. Stamps and the baby were spending the summer in Colorado. Since our last writing, Mr. Stamps has taken his vacation, driving through to Fort Worth to meet his family, going on with them to Terrell to visit with relatives and friends. Things were mighty quiet around the Rice Belt while the "disturbin' engineer" was a-playing.

And then went Sid Bowman, District Stores Department, visiting Austin and Manor, spending a few days at the latter place with his parents. We'll wager a cookie that he returned home via Edna. How about it, Sid?

Sid Bowman is not the only good looking bachelor in the district office, nor is Bill Ingram the only man in the bunch able to steal a march on the crowd and plunge into "double cussedness," for now goes Wilton Chapman into the business of getting married. October 14th is the dead line for flirtations for Wilton, so on and after that date none of you girls must expect Wilton to tell you that you are the "one and only"—nix on that!—for on October 14th he is to be married to Miss Grady Kiser, of Bay City. Judging from the number of Rice Belt District weddings, we fear we shall win a prize. Kind of feel it coming on that some trophy is bound to be awarded the district office for so many courageous men!

Relations Committee on the 12th of September was a real, jam-up program. Had the regular program in which everyone present showed a deep interest, and then pulled off an old-fashioned spelling match. Mrs. C. F. Pollard, County School Superintendent, acted as "professor" and Company Attorney; C. A. Erickson, Bay City, as referee. It was lots of fun, especially the wonderful speech made by "Poncho" Evans, of the District Office, who is a wonder at speech making. "Poncho" was quite flowery in his appreciation of the medals awarded to him and Lurline Mallard as the champion spellers of the district. If you want a real speech made, just call on Frank Evans. He can ring the bell on that!

P. W. Haasis, Right-of-Way Agent, who has been in the district for several weeks, left recently for other properties being at this writing in Nixon. Mr. Haasis has made many friends in this district. We were sorry to see him leave.

A. R. Marker, former Right-of-Way Agent, was always a welcome visitor to the district. We shall miss his coming. You will think about the Rice Belt anyway, will you not, Mr. Marker? Here's wishing you luck in your new connection.

J. C. Mead, of the Statistical Department, San Antonio, was an appreciated visitor to the district recently.

R. A. O'Neil, District Ice Engineer, has been a visitor to the District Office recently assisting in making the ice budgets for the coming year. We are always glad to see him.

## —(CPL)— VICTORIA

LUCILLE MOORE, *Correspondent*

We have a new addition to our office force, Mrs. Minnie Sitterle having been transferred from the Cuero local office to this office. She will take over a part of Mr. Buerger's work and he will devote most of his time to merchandising. We are expecting an increase in our merchandise sales in the future.

Mr. Buerger has been trying to high-tail some of his co-workers, as he is now driving a new Pontiac sedan.

By the way, the Victoria District now has a new Chevrolet sedan—we haven't had a ride yet, but we know our time will come sometime in the near future.

A very interesting and beneficial Safety Meeting was held in this District this month. L. C. Picnot of the Safety Department was present at this meeting and left some very helpful thoughts with those attending the meeting.

The Victoria District Fair was held during the month and in our opinion was a great success, although it rained the last two days. The exhibits were unusually good, and there was a large attendance each day.

The load dispatchers are now located in their new office and are all somewhat elated over the fact; although they do feel rather out of place in their new quarters.

The Saxet Sand & Gravel Company, located about three miles from Victoria, will be on our lines within the next few weeks with a connected load of 740 horsepower.

Mr. Mead of the Statistical Department was a visitor in Victoria and Port Lavaca recently. This was his first trip here and we were glad to have him.

Mr. Schaeffer of the San Antonio office was also a visitor in our office recently, while spending his vacation with relatives near Victoria.

## GULF COAST

EMILY KERRIDGE, *Correspondent*

L. A. Diegel, Manager at Beeville, has the sympathy of the entire Gulf Coast District in the loss of his brother, whose death occurred at Victoria.

And Mr. Schroeder, San Diego, sold 42 Manning and Bowman Irons during the campaign, with the ten others, making a total of 52 irons for the month. We just wonder what Mr. Schroeder will do with the prize money.

Bill Bradfield of Falfurrias has been transferred to the power department of the Central Power and Light Company and has gone to Victoria to begin his new duties.

J. L. Diegel, who was with the Construction Department, at Corpus Christi, has been transferred to Falfurrias as local lineman; and he and Mrs. Diegel will make Falfurrias their future home.

R. J. Sanders, who had charge of the Central Power and Light Company ice plant at Sinton, the last fifteen months, has resigned and has taken a position with the Taft Gin & Elevator Company. Mr. Sanders had been in the employ of the Taft Packing House in the power plant for many years, and while employed in Sinton had continued residing in Taft. Lige Chandler has been appointed manager of the ice plant, replacing Mr. Sanders. Mr. Chandler's former place at the plant has been filled.

Employees of the local office gave their manager, V. C. Myrick, a surprise party on his birthday, September 28th. We do not know how many candles were on the birthday cake, but Mrs. Myrick said he insisted upon eating and eating at noon, so another cake had to be made during the afternoon. It was a merry evening, with dancing and games.

We are glad to see Albert Priour able to be about again, after being confined to his bed for several weeks, because of injuries received in a recent accident.

Will Sanchez, our gardener, has been anxiously watching a watermelon which grew voluntarily in the yard of the District Office. Mr. Eldridge had bet Will a good cigar that the melon would never ripen. Evidently Will was having visions of a nice rosy watermelon and a good smoke, because this morning he pulled the melon. It was 24 inches long and 8 inches through; and although not so rosy, those lucky enough to sample it said it had a sweet flavor, so it must have been ripe. The joke, though, is on Mr. Eldridge. He said, "Will, I guess I'll have to pay my debts. I bet you a good cigar that your melon wouldn't get ripe, didn't I?" And Will replied, "Naw, suh, I thought it was \$10.00."



## GUADALUPE

M. S. SPOONER, *Correspondent*

H. G. Voigt and Jimmie Williams assisted in fixing up the Central Power and Light Company booth for the Gonzales fair.

Mr. Spooner is at the "Fair" and Mr. Sawyers says he will not be worth a—until the Fair is over.

The Guadalupe District is counting on holding its previous high record in the stock selling campaign which starts October first.

Mr. Hoover of Nixon has been quite sick but is improving.

Mr. Brownson has secured a new kind of business. This is to furnish water for the drilling crew which is working on the oil wells being drilled a short distance from the City limits of Luling.

Luling has just completed the wiring of the economics school building at Luling and also installed an electric refrigerator and an electric range. Keep up the good work.

S. V. Kinghton, assistant merchandise salesman of this district, is a very strong advocate of "Contrast Sales". It has been learned that he was found buying candy for the girls last week—paid five cents down and agreed to have the same amount added to his bills for the next three months.

George Williams has convinced the County Commissioners of Goliad County that four flood lights on the roof of the courthouse would be an unusual attraction for Goliad, and no other town in this section had used this method of lighting public buildings. County Commissioners are so well pleased that they have decided to repaint the dome of the courthouse so the reflection of lights will show up the building for a long distance.

The farming interests around Cuero are to put in 150 acres in spinach, 100 acres in cabbage. The community around Nixon is also to plant spinach this winter. They have had a splendid season for planting.

Turkey crop in the Guadalupe District is promising and the pecan crop is much greater than was at first predicted.

We have opened an office in Karnes City which has been without any show room up to the present time. We hope to do a nice business this fall and winter.

We have moved our Yorktown office into a larger and more convenient office, fitted up according to the Central Power and Light Company's standard specifications. There is a very attractive and inviting show room. Mr. Davis is very much pleased and we know that it will improve his merchandise sales.

Clifford Strieber is now cashier at the Yorktown office taking Mr. Charles Hoff's place.

The survey between Oak Forest, Leesville, and Nixon is completed and work

on the transmission line will be started immediately and will be ready for service by November 1st. This line will also be extended to the town of Smiley, a distance of six miles from Nixon. Smiley has one of the largest chicken hatcheries in South Texas and will use electric power.

—(CPL)—

## SAN ANTONIO

C. F. MOTSCH, *Correspondent*

The secret is out. Royal blood flows in the veins of two of our employes. Claude Williamson, our retail merchandise salesman, is a Prince of the House of Schmidt, while P. O. Garrett, cashier at Devine, is the Duke of Dubose. You should have seen them strut their stuff at the Pearsall Winter Garden Fair.

O. G. Tielsch has been forced through ill health to resign his position as local manager of Devine. W. G. Barclay, who has been with the construction crew, has succeeded him.

At the Pearsall Fair, Claude Williamson captured the second prize in the contest of most beautiful float.

Mabel McFadden has returned from her leave of absence and is again pounding the typewriter for the District Office.

J. E. Mann, Construction Foreman, reports work under way moving 14 miles of highline between Dilley and Cotulla 40 feet from its present location. This line carries 38,000 volts, 11,000 volts, and the highline telephone. The line is being moved "hot" and Mr. Mann has promised no interruptions. This change is being made to make way for LaSalle County's new highway.

Our new town, Harper, is to have a new  $37\frac{1}{2}$  horsepower engine. Mr. Voight promises to have it loaded by the time it is erected. We hope so.

P. M. Tillotson, our payroll clerk, must be pretty good when the race boat committee calls on him to keep time on boat races at Medina Lake. We hope the swelling will go down soon so he can wear a hat again.

Mrs. Persia Franks, of the District Office, has resigned her position as assistant payroll clerk. Miss Winona Cain has taken up her work.

Our genial District Manager, E. W. Franke, has been looking rather sleepy the last few mornings. The reason—new radio.

Two of our local managers, A. P. Carlton of Bandera, and C. O. Gilbert of Pearsall, have been broadcasting interesting musical programs over KTSA.

Contracts have been signed for a new industry, that of a concrete tile factory, which will be located at Dilley. The plant will be entirely electrically operated and have a connection load of 85 horsepower.

## VALLEY

L. F. BOLING, *Correspondent*

Mrs. Ethel Ballinger completed her stay in the Valley this month and has gone to Houston. She held many a successful cooking school while here and her stay resulted in the sale of several ranges.

A new 1000 watt electric light was installed on the Raymondville municipal water tower this month and according to Manager Scott it can be seen for ten miles. Lew Williams says he sure is glad that the reflector finally arrived so that Manager Scott won't be such a frequent caller at the store room.

C. P. Hill was thanked by the residents of Hargill for helping to get thru an extension on west Sixth Street of that city. Wonder why he worked so hard on this?

The emergency plant at Raymondville was completed and turned over to the company last week so that in case of emergency we won't have to depend on the Raymondville hi-line.

The new power plant nine miles west of Mission is under construction and water is being pumped into the large lake on the Goodwin Tract. This is the one the Valley's newest and largest developments.

A 50,000 gallon tank is being erected at Hidalgo and mains laid for the new water plant at Hidalgo. Manager R. J. Randolph says the work will be completed in about three months. At San Benito work is being pushed on the new 150,000 gallon tank.

The regular meeting of the Safety Club was held at the American Legion Memorial Home on Thursday September 20. This was a real peppy affair. C. P. Raney, the new president, knows his onions and promises that from now on there will be something doing at every meeting.

Wanted—One three gallon cow, will pay cash. San Benito, Local Office, ask for Mr. Lancaster.

Pat O'Brien is busy constructing a new hi-line to the Brownsville Air Port. The lighting equipment on the new port is to cost the city of Brownsville approximately \$20,000.00.

Noticed that we led the field in amount of merchandise sales for August. Just goes to show that when a fellow gets married he settles down to business. Pour it on them, Elmer.

Ox Higgins joined the list of after dinner speakers this month. He gave a vocational talk at the San Benito Lions Club, explaining all about meters. He states there are three kinds of meters: "Meters of verse and meters of tone, but the best kind of meter is to meet-er alone." He's got a new Chevrolet, too.

Mr. Boone is here from the General Office, and from the way Mr. Hamilton and Mr. Epstein are stepping about, his visit must have something to do with delinquent accounts.

## GENERAL OFFICE

CHARLOTTE KIEFFER, *Correspondent*DEACON  
JONES

O. W. Jones won a "Blue Ribbon" acting as "Chicken Inspector" at the Pearsall Fair. We wonder which "chickens" he pondered over longest? He even went so far as to try to judge all the frozen dainties Mrs. Spencer was demonstrating.

Walter Franks feels "elite" since he has a Chevrolet. Wonder how "Judge" Wilson feels with his new Pontiac?

Theo Spence seems to be guilty of telephone calls and telegrams from a Mac? Wish we knew the last name.

Ada Morris demonstrated a successful tail spin in a straight backed chair without any serious damage.

Margaret Gilligan has discovered why pockets are on bathing suits and learned about "jelly fish" while vacationing.

Tom Pierce is certainly ambitious going to night school. Of course, he does have "big shoulders."

We suggest that R. W. Price, "Judge" Wilson and Tom Gunn don bathing suits instead of knickers when playing golf on the 18th hole.

Bet Chesley Redus of the Treasury Department, is kind-hearted—saw him at the circus feeding the elephants.

Have you heard of Annie Laurie Newson's new Ford being imported from Houston?

Pauline Brennan is earnestly taking up golf and will most likely use expressions other than "Dear Father."

We understand why L. P. Veil and A. D. Evans were patting each other on the shoulder and exchanging cigars. They are both proud fathers of baby girls.

Homer J. Ludden is willing and ready to play golf, as he won a box of golf balls and won't mind losing his old ones.

M. C. St. John won eleven ribbons with his chickens at the Pearsall Fair. Bet he needs a big truck in which to keep all these ribbons he's been winning.

The G. O. Girls would like to know what the "good things" were that Tom Gunn carried in his pockets while in the Rice Belt District? Tommy didn't tell us about it.

The Women's Committee held the September meeting in the Blue Bonnet Hotel. Alice Huebner acted as chairman for the month and had a very interesting meeting. We thoroughly enjoyed hearing the vacation experience from Misses Franks, Ahr, Standefer and Brennan and

were pleased to have Mr. Boone as our guest of honor.

Willie McGough braved matrimony with Fabrace Conly Saturday, September 29. Congratulations to both, and presume Willie's ideas will run along promotional lines.

Mighty glad to have our President, J. C. Kennedy, visit us. He certainly has a hearty hand clasp for all.

The September meeting of the Employees' Club was held in the Milam Bldg. The outstanding feature of this program consisted of Mr. Neiswanger's very instructive talk on the diversity of load in our company. We all appreciated the opportunity of witnessing the proper method of administering the Prone Pressure Method which was demonstrated by A. T. Chandler of the Power Department and Misses Brennan and Standefer. "Andy" Buckingham was the lucky winner of the \$5.00 attendance prize.

"Dolly" Magruder's "dying cloud" had nothing on Santa's jingles, but ye ol' faithful has been replaced with a Chevrolet.

—(CPL)—

## HOUSTON

ETHEL LEGER, *Correspondent*

R. E. Lamb passed away on September 29th, after a brief illness of two weeks. He had been with the company about four years as an operator at the different plants in Houston; the last plant of operation was the Paragon. Mr. Lamb was a very conscientious, loyal and hard working employee.

The Houston office closed and attended the funeral in a body.

—(CPL)—

## MARFA-ALPINE

WINNIE DAVIS, *Correspondent*

O. C. Poling, known as field entomologist, now located in Fort Davis, is using electricity in a very unique way in catching bugs. He leaves the lamps out in the open at night and in this manner is able to catch some very rare species. Mr. Poling specializes in Lepidoptera and finds that this section of the country is a good place for such. He has recently sold two specimens of moths for \$50.00 each and says that he might as well asked \$100.00 each. It seems this particular specie was not a rare one either. The object of this article is to bring out another use for electricity. It seems these insects fly mostly at night and for this reason his electric bill is quite a good one each month.

Marfa is going to be the proud possessor of a six-story hotel, known as the Highland. From a point of height, according to sea level, this will be the tallest building from New Orleans to San Francisco on the Southern Pacific line. The construction of this hotel will start in about thirty or forty-five days.

## LAREDO

ARNULFO ZAMORA, *Correspondent*

This column was about to go blank for for this month when October brings three history making events to Laredo.

First, the Pioneer Airplanes connecting the Air Mail service of the United States and Mexico arrived at Laredo the first of October. A very impressive ceremony marked their arrival.

Second, the first Sunday newspaper ever published in Laredo came off the press on Sunday morning October 1st. In a banquet held at the Hamilton Hotel, Gov. Moody joined the people of Laredo in congratulating the Laredo Daily Times force for their worthy efforts.

Third—and with a bang! the SIX-SIXTY campaign of Central Power and Light Company began in Laredo. There are very few inhabitants of this important Gateway to Mexico that will not be able to tell you what the SIX-SIXTY campaign is about.

Every employe in the organization whether lineman, iceman, meterman, janitor, office employe, or motorman is out trying to sell Six-Sixty's.

It takes M. M. Valentine, district engineer, to work out the "selling ideas". A very interesting board records the progress of the whole company's stand on the campaign, as well as that of the individual employe. The highest possible mark on the chart for the individual is 1000 lamps sold, which is represented by a balloon. Every employe is trying hard to get into the balloon—and then after kicking the anchor, the sky will be the limit.

The Women's Committee have gotten into the campaign 100 per cent and they have this to offer—all gossip has ceased, nothing talked about except the lamp campaign. Olive Chamberlain takes orders over the phone, 25 cartons to the order. They don't care what kind of lamps they are or how they buy, the only thing they want to make sure is that Olive gets her commission. Mrs. Valentine knocks down 24 cartons to the order. The girls have placed orders for larger shoes, to prove that their heads are not the only thing swelling. But everybody is having a lot of fun.

Ernestina and Gladys prefer the housewife's trade. They are too modest to approach the men. Maria's hair has turned red, to be worn only during the campaign. She thinks it will throw more light on the subject. Ella's flying lizzie can be seen traveling in high at seven in the morning. It's hard to tell whether she is starting another day or if she kept it up all night. Julieta is very quite but she may be holding back for a surprise, and Lupe has a deal with a customs broker, sounds like a real deal. Look out for that Women's Committee prize, girls.